



500+ Games/Month.

24/7 Delivery.

40% Lower Cost.

How a Tier-1 Hockey Analytics Company Eliminated Hiring Risk and Peak-Season Bottlenecks by Outsourcing Game Annotation.

CLIENT SNAPSHOT

Tier-1 hockey analytics company (under NDA*) serving professional leagues across North America. Delivers real-time and post-game insights to teams, broadcasters, and performance analysts.

THE CHALLENGE

▶ Scaling costs:

Building a dedicated in-house tagging team required recruiting, training, office infrastructure, and constant overhead — estimated 40% more expensive than outsourcing.

▶ Speed + quality pressure:

Live workflows required dependable turnaround (SLA-driven) while maintaining accuracy at scale.

▶ Vendor dependency risk:

Previous offshore partner couldn't scale to NHL-level live annotation standards; quality inconsistency threatened client deliverables.

THE SOLUTION: FULL OUTSOURCING OF GAME ANNOTATION

We embedded into their platform and became their 24/7 annotation operations layer:



500+ games/month

across non-live and live workflows (including top-tier professional leagues)



70+ trained annotators + 5 Team Leads

operating in shifts to guarantee round-the-clock coverage



Tiered QC system:

Monthly Team Lead reviews per agent + spot-check audits + live feedback loops



Annotation SLA:

Live and 12-hour turnaround with 90%+ accuracy on complex, fast-paced hockey actions

*Client name and specific engagement details available under NDA. References provided upon request.


Platform-native delivery:

Onboarded directly into the client's proprietary tagging system (4-week training: internal standards, video lessons, workflow calibration)


Resilience buffer:

Backup tagger pool mobilized within hours during disruptions or unplanned volume spikes

HOW WE PLUG IN

**Week 1-4:
Onboard & Certify**

Training on client platform, annotation standards, and sport-specific nuances. Certification gate before production access.

**Week 5-6:
Calibrate & Validate**

Supervised production ramp. Daily quality checks and standard alignment with client's internal benchmark.

**Ongoing:
Operate 24/7**

Shift-based coverage across time zones. Non live games processed within 12 hours; Live games annotation for top leagues.

**Monthly:
QC & Reporting**

Team Lead evaluations + accuracy dashboards shared with client ops. Continuous improvement cycles.

RESULTS


40% cost reduction

vs. building and operating an equivalent in-house team (recruiting, training, facilities, turnover)


Zero missed deliverables

during peak weeks — backup pool absorbed 60% volume increase without degradation


90%+ live annotation accuracy

with consistent 12-hour SLA compliance


95%+ overall quality

maintained across 10,000+ games annotated


Eliminated hiring lag:

Client avoided 6-9 month ramp-up to staff internal team during critical growth phase


Insurance against disruption:

When a power outage knocked out part of the client's North American live operation mid-season, we mobilized overnight capacity and maintained on-time delivery — client shipped results to downstream customers without delay



RELIABILITY UNDER PRESSURE

During a high-stakes live operation window, a regional power outage reduced the client's local tagging capacity by 40%.

We activated backup shifts, redistributed workload across our 24/7 pool, and delivered all games within SLA.

The client's end customers saw no impact. That's the "insurance policy" value of true outsourced scale.

READY TO DE-RISK YOUR ANNOTATION OPERATIONS?

Book a 15-minute call to explore how we can handle your non-live and live tagging workloads — at scale, on your platform, with SLA guarantees.

[Book a time](#)kirill@intelldetect.com